

A QUICK GUIDE TO Improved API development for business growth

Create APIs that are user friendly, agile, and scalable

Businesses that prioritize application programming interface (API) development and management gain a competitive advantage. APIs facilitate seamless integration and innovation, allowing businesses to meet customer needs faster and more effectively. The ability to quickly standardize, document, test, and design APIs is vital to their long-term success.

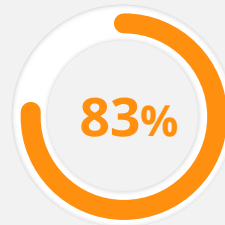
APIs as part of a digital transformation strategy:



of executives indicate APIs as mission critical to business growth.¹



more growth in market capitalization from firms using APIs.²



of all internet traffic belongs to API-based services.³

Ensure quality with an API development hub that provides:



Governance and standardization that makes APIs compliant with your design guidelines and can be reused.



Automated documentation that can provide feedback and insights to improve performance.



Flexible, easy-to-use tools that support development across code-first and design-first workflows.



API testing that makes it easy to rapidly create, manage, and execute API tests.

“ Using SwaggerHub means that all our APIs are well documented. We spend more time on the design process. As a result, we’re catching issues before development starts, which is a much cheaper place to fix design issues. It means that we have consistency across our APIs.

– Triquestra, SwaggerHub customer

SwaggerHub on Amazon Web Services

(AWS) makes APIs easier to develop, deploy, and use at scale.

Ready to optimize your API workflows?

Accelerate business growth with improved API development.

[SwaggerHub on AWS](#)

¹ Rapid API, [The State of Enterprise APIs](#), 2021.

² Rateau J, [Research Shows Managed APIs Fuel Growth: Here's Why](#), Forbes, Jan. 2022.

³ Akamai, [Entering Through the Gift Shop](#).